

Government of Pakistan
Poverty Alleviation and Social Safety Division
Curtain Raiser Press Release

PM will open Ehsaas initiatives to empower civil society for the COVID response

June 21, 2020- Islamabad: The Prime Minister will preside over a briefing ceremony today, which will mark the commencement of three initiatives, all aimed at facilitating and empowering welfare organizations and enabling them to play a more coordinated role with the government in responding to the COVID-19 situation.

Speaking to the press, the Special Assistant to the PM, Sania Nishtar said that three measures are being taken in this regard.

First, assistance through the Ehsaas Rashaan portal is commencing. Under the Ehsaas Rashaan program MOUs will be signed with four organizations that have committed to provide food rations. The Ehsaas Rashaan program is a means to link private sector organizations willing to donate food rations, to government-verified beneficiaries. The role of government is primarily that of onboarding credible donor organizations, verifying beneficiaries and providing donor organizations list of verified beneficiaries to conduct targeted disbursement of ration.

Secondly, a beta version of the Ehsaas Langar and Panagah app will be launched. This enables geographic locations of welfare organizations to be mapped when they are photographed through the app, so that there is better coordination of relief efforts and no duplication; underserved areas will also be identified through the App. The App also provides public information about Langars and Panagahs.

Thirdly, the PM's COVID fund website will also be opened tomorrow, formally. This, provides a range of donation options, including overseas donations. The Prime Minister has committed that for every rupee donated, the government will match additional four Rupees and that all donations will be earmarked for Ehsaas Emergency Cash.